EXHIBIT A

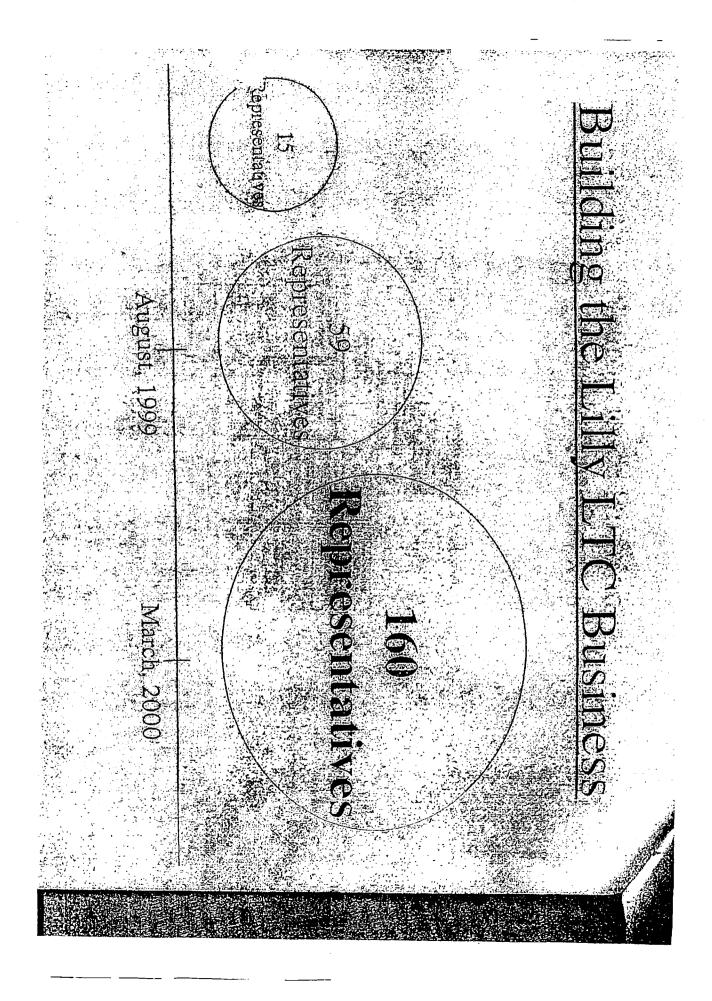
Care Business: To improve care & maximize Zypiexa & Prozac sales for residents who receive their medications via a LTC pharmacy To build a LTC business that is the anthorny

The Golden Opportunity in Long Term Care

- One of the fastest growing segments of the US population
- Mental disorders are common
- Use a lot of prescription drugs

Many of Lilly's current & future products address the unmet medical needs of LTC incontinence, etc.) patients (i.e. mental disorders, diabetes/complications, osteoporosis, urinary

- of psychoactive medicine According to market research, over 50% of all residents are prescribed some type
- partnerships Building a LTC business that is the industry model may attract external product



TC 2001 Business F

Correducins/Institution strategies - Ability to align internal sales & marketing teams in a Competitor repates & LTC pharmacy change orders Data incongrutty/distractions Rollogi of Premier Reward Zyprexa anticipilinergic & hyperglycemia misinformation Post Prozac patent activity/weekly Medicare/Medicald reform Zeldox launch timing & label Exceed Sales/BUC targets on both Zypiexa & Prozac Key Trends Brand commodifization Hypercompetitive market; Inc. spend (people & Aggressive pricing/rebating by competitors promotion, eastest growing segment of the marke

Establish Lilly as an industry model for Long Term Care Critical Success Factors

Grass roots build equals greater customer/business acumen and a competitive advantage Staffing/Development & retention of reps & mgre Discipline to focus/balance on targeting & sales

- Establish Zyprexa as primary mood stabilizer, upgrade patients from competitors, and solve issues
- Maximize Prozac's geriatric indication (TUF pt)
- Effectively blunt Zeldox and other competitors Appropriately balance Prozac and Zyprexa

Partner with customer treatment teams to increase fixs

Maximize selling resources & new brand data

Leverage market/oustomer knowledge during SF expansion

New Rep & Mgrs training & growth

Profile & spectrum efficacy for Z&P

Zyprexa IM launch& Zyprexa Zydis

Prozac Weekly

Integrate Brand, Sales, B2B, & Medical to maximize BUC

Expand and make consistent SOP for clear direction

Immediate patient conversion potential in NH

Hire talent, expand C/P knowledge & increase selling skills

- Insure unrestricted availability & B2B link
- and retall key talent Optimize Reward & Recognition early to drive sales

